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This book is the first in a series of six pocket-sized books written for career changers and laid-off workers. Each book is written at a 7th- to 10th-grade reading level and contains examples, hands-on self-discovery exercises, and step-by-step advice for a successful job search. This book defines a simple strategy for success in getting a job in today's market. These five steps are covered: setting goals, gathering information, getting skilled, targeting companies, and contacting employers. The book concludes with a job search timeline, outline of the job search strategy, bibliography of 10 helpful books for job seekers, index, and space for notes. (YLB)

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5 Steps to Your Next Job

Pocket Job Series No. 1

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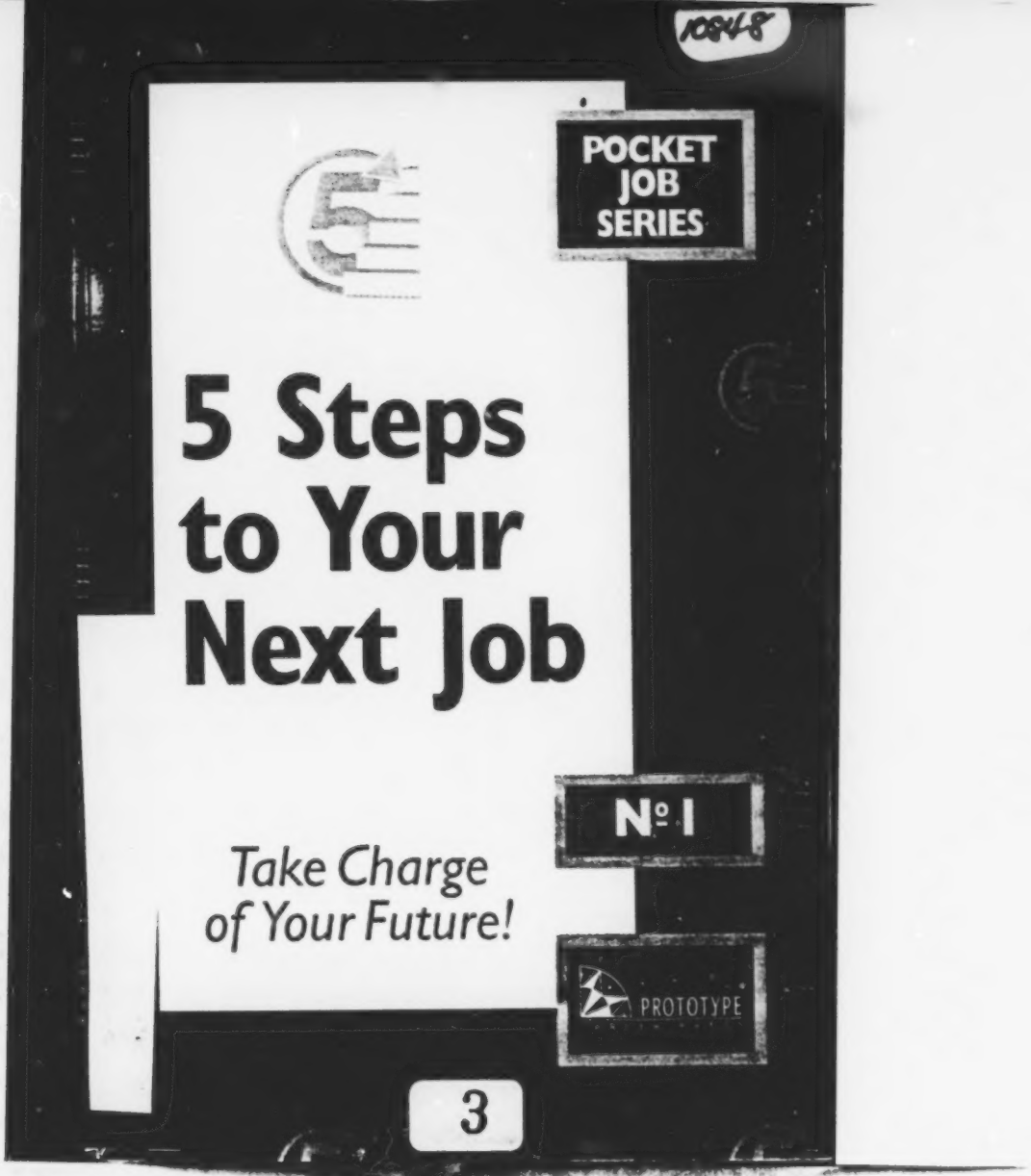
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About the Author

Amy Lindgren is the founder and president of ProtoType Career Services, a 10-year-old firm specializing in laid-off workers and career-changers. ProtoType serves up to 2,000 people a year in workshops and individual sessions. Ms. Lindgren also trains other counselors in serving laid-off workers, and is the author of more than 300 published articles.

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INTRODUCTION

If your job search is not producing results, you're probably missing one of the five essential steps:

1. Setting a goal
2. Gathering information
3. Getting skilled
4. Targeting employers
5. Contacting employers

Missing one or more of these steps means you have no direction, or no market research, or perhaps that you're underqualified. Or maybe not enough people know about your job search, or you have no real strategy for your job search.

Whatever your weak spot is, this guide will help you to strengthen it. If you follow these steps, you **will** get offers. The quality of the offers will depend on how well you follow each step. Old-fashioned luck will also play a part, but remember: with few exceptions, you make your own luck. Turn the page to find out how. And — good luck!

Step ONE

Setting Your Goals

What's so hard about that?

Sounds simple, doesn't it? So why do we have so much trouble explaining what kind of job we want?

Because goal-setting, especially when it relates to jobs, is a very emotional process. Our jobs are not just a place to work. They determine our standard of living, our place in society, and our personal identity. In America, it seems, you are what you **do**.

Goal-setting can be very complex, depending on the circumstances of your life. This chapter will give you an outline of the process, as it relates to job search. For more information, look at the book titled ***Goal-Setting for Career Success*** in the Pocket Job Series. Or take a goal-setting class at your community college or high school.

Want a good job? Set a good goal

Remember the old saying, "If you don't know where you're going, how will you know when you get there?" This is especially true of job search. If you don't decide the kind of job you want, you may not recognize it when it comes along. Even worse, other people won't recognize it. And since most job leads come from friends and family, it's very important that they can recognize a good fit when they see it. Getting leads from other people is part of the Hidden Job Market, and that is where the action's at.

(To learn more about unadvertised jobs, read ***Cracking the Hidden Job Market*** in the Pocket Job Series.)

Goal-setting is also important from the employer's point of view. If you don't know what you want, how will they? An employer today will not take the time to "fit you in" to their company. You must decide what you can — and want to — do for them, then sell them on the idea.

Last, a good goal is important for your own happiness. Remember the saying, "Be careful what you ask for — you may get it"? Well, if you say you will take "anything," those are the kinds of offers you will get. And very few of those jobs will fit your real goals for salary, location, co-workers or promotion.

The long-term benefit is well worth the effort of setting good goals.

A useful job search goal will include these parts:

- job title/position desired
- salary **needed** (not desired)
- geographic area to work in
- work conditions

1. JOB TITLE / POSITION DESIRED

The job title or position desired is the most important part of a job search goal. Without this, you don't know what to ask an employer for. Imagine shopping for a car without any idea what you want. Should it be a family car or a sports car? New or used? What model do you prefer? Without this basic information, you don't even know which car lot to visit. It would be so much easier if you knew that you wanted, say, a late-model Ford with 4 doors and cruise control. Now you can start shopping!

Your job search will be most effective if you have a job title in mind. Then your friends can keep their eyes open, employers can tell you if that job is likely to open up, and you can ask for help from temporary agencies, job hotlines, job search counselors and head-hunters. This will shave months off your job search.

If you can't settle on a job title, you can at least name the industry or department you're interested in. It's fine to have more

than one job title in mind, but keep it down to 2 or 3. Too many job goals is the same as having none at all! Remember, you can always change your goal if the first one doesn't work out.

Example of job titles: truck driver, tax preparer, seamstress, warehouse supervisor

Example of departments: bookkeeping, sales, warehouse, marketing

Example of industries: airlines, publishing, construction, plumbing, financial services

Now you try it. Write your top 2 or 3 job choices on the next page. Use a job title if you can; otherwise, choose a department or industry.

My choices for a job title (or department or industry):

1st choice:_____

2nd choice:_____

3rd choice:_____

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2. SALARY *NEEDED* (NOT DESIRED)

Wages are the most emotional part of the goal-setting process. No one wants to work for less than they're worth. Still, sometimes you have to take less in order to get the job you want. Before you can do that, you need to know your absolute bottom line — based on your **needs**, not your pride. This figure is not for the employer, but for you. You need to know your range. Otherwise, you may lose opportunities in your job search.

Take Bob, for example. Bob made $15 an hour in his last job. When he was laid off, he vowed not to accept a job for less than $12 an hour — because that's what he was making 10 years ago. Bob missed several opportunities in his job search because he didn't realize some employers start workers at low wages, then give substantial raises after the probation period.

Bob also forgot to consider his personal timeline and finances. The first month or two after his layoff, Bob could have afforded to start low, because he still had savings. Five months

later, his savings were gone and employers were still offering less than he wanted. Now he was out of options. The worst part was, if Bob had taken one of the earlier jobs, he might have passed probation by now — he might have reached the salary he wanted from **inside** the company.

Don't make Bob's mistake. To figure out your "bottom line," follow these steps.

1. Write down all your **expenses** for the next **12 months,** including food, clothing, entertainment, transportation, child care and bills.

2. Write down all your **non-work income** for the same **12 months**, such as: income from room or garage rental, spouse's income, cash payments, etc. Do not include unemployment benefits.

3. **Subtract #2 from #1**. This is the amount you **must** earn over the next 12 months to break even. **Add 30%** to account for employment taxes and com-

muting expenses. This is the lowest annual salary you can accept. If you have savings or can sell something big like a car or boat, you may decide to start even lower to get a foot in the door.

Example:
1. Bob's 12-month expenses = $15,000

2. Bob's 12-month income = - 1,200
(he rents a garage to a friend)

Gap (expenses minus income) =$13,800

3. Add 30% for commuting, taxes
($13,800 x .30) = $4,140

4. Add the gap to the commuting
and taxes ($13,800 + $4,140) = **$17,940**

Bob's lowest annual income should be $17,940. This means he can accept a job for $8.63 an hour or more (based on 2080 hours, or 52 40-hour weeks). As you can imagine, there are more jobs available for $9 an hour than for $12 or $15 an hour.

Now you try it. Turn the page to find your bottom line.

My lowest possible annual salary

1. Expenses for the next 12 months

$_____

2. Non-job income for the next 12 months

$_____

3. Gap (expenses – income)

$_____

4. Commuting/taxes x.30

= $_____

5. Add #3 and #4 for lowest annual income:

$_____

6. If you like, divide #5 by 2,080 hours (a year of 40-hour work weeks). This will give you your lowest hourly rate:

#5 $_____ ÷2,080 = **$_____ per hr**

3. GEOGRAPHIC AREA TO WORK IN

If you are willing to re-locate, pick your top 3 cities to work in, then rank them. Start your job search by concentrating on your first choice city, then expand to the second choice city as your job search goes on.

If you don't plan to move, define the range you want to work within. Would you especially like to work within one mile of your home so you can walk to work? Then this is your target area. Would you draw the line at a 40-mile commute to work? Then this is your outside ring of job search.

Using this method, you will adjust your job search area each week or month, so you are looking at new employers as your job search goes on.

Write your geographic goals on the next page.

Cities I would work in:

1st choice:_____

2nd choice:_____

3rd choice:_____

Miles from home I will work:

1st ring (preferred distance):_____

2nd ring (acceptable distance):_____

3rd ring (outer limit):_____

4. WORK CONDITIONS

The work conditions you want are usually closely tied to the job title or industry you choose. For example, a person who chooses to be a truck driver already knows they will be on the road a lot, will often work alone, and will wear casual work clothes. Sometimes deciding the work conditions can help you choose job titles.

Use this short list of work conditions to get started. Check the conditions you would like most in your next job. Then add more of your own.

___indoor work ___outdoor work
____travel ___talk with a lot of people
___work at a desk ___make independent decisions ___work on a computer
___physical labor ___move around a lot
___work alone ___work on a team
___help people ___stable schedule
___flexible hours ___casual dress

_____

_____

Summary: My job search goal

Review the past several pages, then re-write the parts of your job goal here.

I would like my next job to be_____
(job title or industry, from page 8).

My lowest possible salary is $_____
(from page 12),
but I prefer $_____.

My geographic goal is to work in _____
or _____miles from my home (from page 14).

I prefer work conditions to include:

_____

_____

_____
(take the 2 or 3 conditions that are most important to you, from page 15).

Step TWO

Gathering Information

Your next step is to learn more about the position or industry you have chosen. Before you spend time and money on your job search, you need to find out:

- Is this a good field to go into?
- Do these jobs exist in my area?
- What are the average wages?
- What skills do jobs like this require?
- Is it a growing field?
- Where is the growth concentrated?
- Where will this field be in 5 years? 15?

Why do this research? Because without it, you're not in control of one of the biggest decisions of your life. You would never buy a car without: test-driving it, comparing costs, checking it over mechanically, asking friends for advice, haggling over the sticker price. Most people check out a car more carefully than they do a job! If you don't do

your homework, buyer beware! You may get exactly what you ask for.

There are many ways to get information about a job or industry. The most accurate, up-to-date information will come from speaking to people. You can also gain a broad understanding by reading about a company or industry.

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INFORMATIONAL INTERVIEWS

An informational interview is a conversation (interview) where the goal is information. It's not a job interview. That comes later. Instead, it's a short meeting, maybe 20 minutes, with a person in the company or industry you're interested in. It's your chance to get first-hand information, such as: Where is this industry heading? How much do entry-level people usually make in this field? What are the skills employers most want for this work? Is a degree needed?

If you already feel certain of your job goal, you can use the informational interview to ask such questions as: Which company is a leader in the field? Which department is the most interesting to work in? Who makes the hiring decisions at this company?

It's not uncommon for job-seekers to get offers after an informational interview. If the meeting goes well, your new friend will remember you when an opening comes up. However, the main purpose is information,

so you need to prepare by deciding which questions you'd like answered.

Here are the steps to take if you want to use this method of gathering information.

1. Make a list of 10 companies in your field of interest. Call and ask for the name and spelling of the manager of the department that most interests you. Note: if you already know someone in the field, include them on this list. Ask your friends and family for names of people they know too.

2. Call each of the 10 managers. Introduce yourself and explain that you're interested in their company or industry. Ask if they can spare 20 minutes to answer some questions.

Note: expect at least 5 on your list to say no. This isn't personal — they're probably busy. But 4 or 5 will say yes, or give you the name of someone else. That's why you must call all 10. If you give up after 5 no's, you'll miss your 5 yes's.

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3. Prepare a list of questions to ask. Go to the library to read about the field, then make a list of the things you still want to know.

4. Go to the meeting, ask the questions, take good notes. Thank the manager and ask who else he or she recommends you talk with.

5. Send your new acquaintance a thank-you letter. Stay in touch during your job search and they may reward you with job leads or even an offer.

LIBRARY RESEARCH

The library is the place to find information on your industry, specific companies, the job title you've chosen, and your city's business climate in general. You can learn about salaries in your field, the pitfalls facing the industry, and the key players in your town. You might even learn the gross sales or total number of employees of the companies that interest you.

The keys to good library research are preparation and patience. Use these tips to make your time at the library more productive and fun:

1. Bring a list of questions to research.
2. Allow at least 2 hours. Four hours is better.
3. Take frequent breaks to stretch or go outside.
4. Don't expect immediate success. It takes time to track down information.
5. Ask the librarian! He or she is trained to help you. They **want** to help you. Make their day and let them help you.

In addition to your public library, you might find information at college or high school libraries, government libraries, church libraries, hospital libraries, or even company libraries. Ask your reference librarian for a listing of the specialty libraries in your area.

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ON-SITE RESEARCH

Sometimes the best way to learn about a company is to go there and look around. This is especially true of places that welcome the public, like retail stores and hospitals. While you're there, try to get answers to some of your questions such as, How busy is this place? Do the employees look happy? Are the customers nice?

Don't forget to ask if they give tours. A surprising number of manufacturers, restaurants and hospitals are eager to show off their facilities.

In addition to visiting the company, you can also call and ask them to send you information. The public relations or sales department will be happy to mail you annual reports, catalogs, employee newsletters, or even product samples.

As a courtesy, and to keep your name in front of the company, send a thank-you letter to anyone who helps you.

Questions to research

Following are some questions you might want to research about your chosen job or industry. Check the ones that apply, then add more of your own.

___ What is a typical day on the job?
___ Which skills are the most important?
___ What is the minimum education level accepted?
___ Do the companies train workers?
___ What is the work schedule like?
___ What is the best part of the job?
___ What is the worst part of the job?
___ Where will the industry / company be in 5 years? In 15 years?
___ What are the chances of promotion?
___ How many people are hired each year?
___ Where are the best places to start in this industry / company?
___ How common are layoffs?
___ What is a typical starting wage? Mid-level? Top?
___ Am I good candidate for this work?

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Additional information I want:

My research plan

1. Job title/industry/company:

_____

2. People I will ask for information:

Name	Title	Phone
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

3. Companies I will research or visit:

Company	Address	Phone
	32	

Step THREE

Getting Skilled

From your research you will know which skills employers value most in your target job area. Do you have those skills? If not, you have 3 choices:

1. Negotiate a compromise with the employer
2. Get the skills
3. Choose another goal

The best job search uses a combination of the first and second options. Sometimes it makes sense to change goals, but before you do, find out if options 1 or 2 are possible for you.

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NEGOTIATE A COMPROMISE

Examples of a compromise include:

- Starting at a lower wage until you know the job
- Taking evening classes while you're working
- Starting in a lower position and working your way up
- Starting part-time and advancing to full-time
- Changing the job to remove the things you can't do

These are options to explore in your informational interviews. (Example: "Do you think an employer would ever... ?") If the compromise seems possible, go ahead and try for the jobs. Then propose your compromise in the job interview.

GET THE SKILLS

If you're serious about the field, and the skills you lack are important, you'll want to get training. Some of your options include:

Formal Training — a certificate or degree program at a local school.

Customized Training — a special mix of classes you design with your school advisor to fill the gaps in your experience.

On-the-Job Training — an agreement with the employer to train you while you work. These jobs are sometimes arranged or paid for by a government program. Ask your state unemployment office for details.

Internship — an agreement with the employer to teach you specific tasks for a certain length of time. There is usually little or no pay, and no promise of employment. These are often arranged through a school, although you can also arrange your own.

Volunteer Position — usually with a non-profit group. These "jobs" are often arranged by a volunteer agency or school, although you can also arrange your own. Positions can range from running errands to supervising a construction crew to running a board of directors. It's best to specify skills you want to learn, and the length of time you want to volunteer.

Association Meetings — Do you want to learn to make sales presentations? Join Toastmasters, or a sales club. Are you interested in accounting? An accounting club will host speakers to teach members about the field. These meetings are less formal than a class, but you pick up tips from the experts —people who hold jobs like the one you want.

Seminars, Conferences, Short Classes — often offered by professional associations and community centers. These classes vary in quality and length. Often they are the only choice for training in a new or changing field.

Do-It-Yourself — Don't overlook the value of reading about your field or job. You could be better informed than your interviewer! Also, find out if you can rent or borrow the equipment you need to know. Or at least check out videotapes and how-to books from the library. Even in-store demonstrations can teach you a lot. When it comes to training, every little bit helps you get a better job.

Now that you're thinking about training, what is your plan to get the skills you need for your next job? Turn the page to write down some ideas.

Skills I need for my next job:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Where can I go to learn those skills?

1. _____

2. _____

3. _____

4. _____

5. 38 _____

Step FOUR

Targeting Companies

The next step is to decide which employers to contact. If you did steps one and two (goal-setting and market research), this step will be a breeze. You've already done most of the work! Read the next 2 pages before starting.

1. Using your research from step two, or starting with new research, make a list of the companies that are likely to have a job like the one you want. It doesn't matter if that job is open right now. List the company, because eventually every job becomes open.

2. Next, make a list of the companies that might add these jobs in the future. You don't know for certain if they will, but you can probably guess if they might.

3. Now go through your lists and rank the companies from 1-3. Put a "1" by the

companies you most want to work for. Put a "2" by the companies you wouldn't mind working for. And put a "3" by the ones that are your last choice. When you start your job search, you'll begin by contacting the companies ranked with a "1."

4. Your final step in targeting employers is to get the names of people who work in each company. It's best to get the name of the person who would be your supervisor. For example, if you want to be a mechanic for a company with a fleet of vans, you need the name of the company's fleet manager.

You can usually get the person's name by calling the company and asking the receptionist. If that doesn't work, ask your friends and family if they know anyone at that company. Then ask that person for the name you need.

Now turn the page to get started on your lists.

My List of Companies

*Companies that hire*_____(job title)

1._____ _____ _____
rank company phone

_____ _____
contact person title

2._____ _____ _____
rank company phone

_____ _____
contact person title

3._____ _____ _____
rank company phone

_____ _____
contact person title

4._____ _____ _____
rank company phone

_____ _____
contact person title

My List of Companies

*Companies that hire*_____(job title)

5._____ _____ _____
rank company phone

_____ _____
contact person title

6._____ _____ _____
rank company phone

_____ _____
contact person title

7._____ _____ _____
rank company phone

_____ _____
contact person title

8._____ _____ _____
rank company phone

_____ _____
contact person title

My List of Companies

*Companies that hire*_____(job title)

9.____ _____ _____
rank company phone

_____ _____
contact person title

10.____ _____ _____
rank company phone

_____ _____
contact person title

11.____ _____ _____
rank company phone

_____ _____
contact person title

12.____ _____ _____
rank company phone

_____ _____
contact person title

My List of Companies

Companies that **might** *hire*_____(job title)

1._____ _____ _____
rank company phone

_____ _____
contact person title

2._____ _____ _____
rank company phone

_____ _____
contact person title

3._____ _____ _____
rank company phone

_____ _____
contact person title

4._____ _____ _____
rank company phone

_____ _____
contact person title

My List of Companies

Companies that **might** *hire*_____(job title)

5._____ _____ _____
rank company phone

_____ _____
contact person title

6._____ _____ _____
rank company phone

_____ _____
contact person title

7._____ _____ _____
rank company phone

_____ _____
contact person title

8._____ _____ _____
rank company phone

_____ _____
contact person title

My List of Companies

Companies that **might** *hire*_____(job title)

9.____ _____ _____
rank company phone

_____ _____
contact person title

10.____ _____ _____
rank company phone

_____ _____
contact person title

11.____ _____ _____
rank company phone

_____ _____
contact person title

12.____ _____ _____
rank company phone

_____ _____
contact person title

Step FIVE

Contacting Employers

At last! You're finally ready for the step most people think is first: contacting employers. Now that you know what you want, what the employer needs, and where you fit in the industry, you're ready to tell others. If you've completed step 4, you have a place to start. Now you need a strategy.

The best job search plan is based on a simple rule:

JOB OFFERS COME ONLY FROM INTERVIEWS

Rarely does an employer offer a job to a person he or she hasn't met. If that happens, beware! Something's fishy. Besides, you want to meet the employer to decide if you **want** to work for them.

Since employers only hire after they've met you, you know your goal is to get as many

meetings — interviews — as possible. Your job search strategy should be focused on getting interviews and on following up after the interview to get the offer.

Here is one process for contacting employers. It's not easy, but it does work. Try it yourself, and get ready to juggle the job offers!

A. INITIAL CONTACT

Purpose:

- To introduce yourself
- To tell the employer you're available
- To ask for an interview

Method:

- Telephone call
- or letter with a resume
- or casual meeting at a professional association
- or drop by*

**Note: Dropping in on an employer is not usually recommended, but there are exceptions:*
– When your physical appearance enhances your chances of getting hired.
– In a small town where people know each other.
– In a job with high turnover, where the employer will welcome an interruption from a qualified job-seeker.

If you do choose to drop in, choose times when the manager is less likely to be busy. Be prepared

to wait, or to return later. Dress as you would for an interview and bring your resume.

Success Rate:
You will need about 50 initial contacts to receive one interview. That's because you're introducing yourself to people who may or may not have an opening, who may or may not have time to meet with you, who may or may not want to learn more about you. Don't be discouraged! Your follow-up contacts will be more rewarding, but you have to start here. Some employers will "shut the door" by saying there's no point in contacting them further. Thank them and, if their company is important to you, follow up in one or two months. Otherwise, drop them from the list.

Schedule:
Make at least 12 initial contacts a week to yield one interview a month.

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B. FOLLOW-UP (2ND CONTACT)

Purpose:

- To remind the employer of your earlier call or letter
- To answer questions they asked earlier
- To ask for an interview

Method:

- Telephone call
- or letter with a resume
- or casual meeting at a professional association
- or drop by

The trick with follow-up contact is to choose a **different** method than your initial contact. If you dropped by last week, follow up with a phone call or letter. If you called, send a letter referring to that call and include a resume. You are trying to establish a relationship so the employer knows you are interested and that you will stay in touch.

Success Rate:
Because this is the second contact, expect to make about 25 follow-up contacts to get one interview. That's twice as good as the initial contact, so that's progress! But remember: in order to get an interview, you have to ask for one. Make that request part of every contact with every employer.

Schedule:
Try to make 12 follow-up contacts a week, to get 2 interviews a month.

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C. EXTENDED CONTACT (3RD, 4TH, ETC. CONTACT)

Purpose:

- To remind the employer of your earlier call or letter
- To provide further information about yourself
- To update them on new skills you have acquired
- To ask for an interview

Method:

Use any method now, but vary your approach. If they already have a resume, send an article you think they might find interesting, or a cartoon about the industry. Or leave brief messages on their answering machine telling them you're just touching base.

Success Rate:

Unless a manager asks you to stop contacting him or her, you can expect an interview between the 3rd and 10th follow-up contact. It may or may not be a **job** interview,

since they may not have a job open at that time. Still, it is a face-to-face meeting. And as you know, job offers come only from face-to-face meetings.

Schedule:
Try to make 4-5 extended follow-up contacts a week, to eventually get 4-5 interviews a month.

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D. INTERVIEW FOLLOW-UP

Purpose:

- To thank the employer for the meeting
- To express interest in working for them
- To give information you may have forgotten in the interview
- To ask when a decision will be made (if a job is currently open)

Method:

- Typed letter, sometimes with a reference page or other information attached. (Read ***Resumes, Etc.*** in the Pocket Job Series for samples of these letters.)

Success Rate:

Depends on how the interview went, and whether a job is open right now. Expect 1 job offer for every 4-5 interviews.

Schedule:

Mail a follow-up/thank-you letter within a week of each face-to-face meeting, whether a job is open now or not.

SUMMARY:
HOW LONG WILL IT TAKE?

That's a lot of work, isn't it? If you follow this plan, you will make initial contact with 12 companies a week. After the 2nd week, you'll begin to do 12 follow-up contacts a week, while still doing 12 initial contacts a week. By the 5th week you'll be doing 4 or 5 extended follow-up contacts a week, in addition to the 12 initial contacts and 12 regular follow-ups each week. And by the 6th or 7th week, you'll be doing 1 to 2 interviews a week. Look out! If you're not careful, you're going to get a job!

Seriously, how much time are we talking about? It depends on the method you choose for your contacts. Expect phone calls to take about 15 minutes each. Letters will take longer, because they need to be typed — count on one hour per letter. And drop-by visits will surely take an hour, when you count travel time. So your first two weeks will take up to 12 hours each week. After that, you could spend up to 35 hours

a week on a system of initial contacts, follow-ups, and extended follow-ups. Your interviews will probably take a half-day, because of transportation and getting dressed up. That's still about 5 hours less than you'd spend in a job — use the extra time to go to a matinee or visit a friend!

Of course, if you're currently employed, you have less time available for job search. In that case, you will need to stretch this strategy out over a longer period of time. Don't worry. This method will still work. You will just need to work around your current job. If you can manage it, consider changing your work schedule to give you some free time during the day. This makes it easier to schedule meetings and make calls.

To see this system on a timeline, turn the page. Then look at page 56 for a review of the job search steps we've discussed in this guide.

YOUR JOB SEARCH TIMELINE

Weeks 1 - 2
Define Goal

Week 3
Make resume

Weeks 3 - 5
Gather Information

Week 11 - until hired:
12 initial contacts/week
12 follow-up contacts/week

Week 14 - until hired:
Follow-up on interviews

Week 13 - until hired:
4 - 5 extended contacts/week
Begin approx. 1 interview/week

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6 | 7 | 8 | 9 | 10

Weeks 6 - 8
Begin training or volunteer work or part-time job.
Continue until hired full-time

Weeks 8 - 10
Initial contacts:
24 companies

Week 7
Target companies

16 | 17 | 18 | 9 | 20

Week 17: Check progress
If no interviews yet, adjust goal, adjust resume, re-do research or increase activity. Consider professional job search advice.

Week 18: Continue with current or revised system of initial contacts and follow-up. Continue until hired. Check progress periodically.

JOB SEARCH STRATEGY

1. Define your goal (weeks 1-2)
   - Make a resume (week 3)
2. Gather information (weeks 3-5)
3. Start training, or volunteer work, or part-time work, to get skilled (week 6 until hired)
4. Target companies (week 7)
5. Begin initial contacts (week 8 until hired)
   - Begin follow-up contacts (week 10 until hired)
   - Begin extended follow-up contacts (week 12 until hired)
   - Begin interviewing (anywhere from week 9 on - until hired)
6. When offered a job, negotiate the terms

7. Update your resume (within 3 months of starting)
8. Join professional associations or business clubs (within 6 months of starting)
9. Take classes to improve your skills
10. Be ready to change jobs again

BIBLIOGRAPHY

Helpful books for job seekers

From the *Pocket Job Series*, ProtoType Career Press:

Resumes Etc.
Cracking the Hidden Job Market
Job Interviews: 10 steps to success
Job Search over 40: Selling To Your Strengths
Financial Survival between Jobs

Other helpful books

200 Letters for Job Hunters, William S. Frank, Ten Speed Press
Information Interviewing: What it is and how to use it in your career, Martha Stoodley, Garrett Park Press
The Resume Catalog: 200 Damn Good Examples, Yana Parker, Ten Speed Press
Resumes Don't Get Jobs: The realities and myths of job hunting, Bob Weinstein, McGraw-Hill
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